

TASTING NIGHT.EVENT PROMO

CLIENT.

Every Wednesday evening, the Whole Foods at Union Square, New York, offers free samples of delicious products to everyone who walk through the doors of the store. This event is called "Tasting Night."

PROJECT GOAL.

To create a quick, iconic visual that can capture the eyes of commuting New Yorkers.



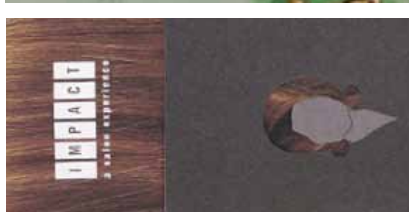
INSPIRATION.TASTING NIGHT

**COLORS.**

Bright, unapologetic colors with high contrast.

ATMOSPHERE.

A whimsical, naive air that is also very active and busy. A world that is full of uncontainable tension that also stimulates the senses.



STORYBOARD.BEHIND THE SCREEN



1.



2.



3.



4.



5.